

## DID YOU EVER STOP TO THINK—

That to meet with success in business a man should have a reputation of honor and integrity.

That a city is a splendid testimonial to the forward thinking citizens who have made it possible.

That the average city has just started to grow while the accomplishments of the past, though great, are insignificant compared with what the future holds for them.

That with a continuous effort of the business men there will be no retrogression in the years ahead.

That these men are the ones who will cause a city to grow and prosper as never before.

That co-operation and co-ordination of efforts will bring about prosperity undreamed of by any city.

That these men are the greatest asset a city has.

That the time is ripe, the hour is stricken and right now is the time and opportunity for the citizen who has been sitting steady to wake up, make a new start, forget the past, think of the future, get some ambition, come out of his shell and become a live, active city booster.

That some cities should be done with passivity in city affairs.

The dentist must be cheerful even if he does look down in the mouth most of the day.

## We Thank You

For a very generous patronage during the closing year, and wish you, one and all a

HAPPY  
NEW YEAR

LOGAN HOWARD

The Home of Good Things  
To Eat.

1923

The Season's Greetings  
and every good wish for a  
Happy and Prosperous New  
Year.

Harry Linville

## Holiday Greeting

The Spirit of the Season  
prompts us to express to  
you our best wishes for a  
Happy and Prosperous New  
Year.

David Feld

## THE BUSINESS OUTLOOK

The Business Review, published at Cleveland, Ohio, under auspices of the Fourth Federal Reserve Bank, the U. S. Depository, and perhaps the keenest interpreter of the business situation in the country, says:

"We are entering the holiday season, with its attendant spirit of giving and forgiving; and increased buying.

"The producer and seller of goods, with the continuing high cost of labor and transportation, are making a determined effort at fixing the price of those goods at prices the public feels justified in paying.

"Perhaps this justification is found in the realization on the part of the buyer of goods that as an individual he has given assent to those items, which increase production costs; such as labor and transportation. It is the seller of goods who takes undue advantage of a rising market situation by imposing unwarranted selling prices, that will be cut off and left to wither in his disregard of lessons learned during the recent buyers' rebellion.

"There has been a growing conviction with us, which this month's replies from our correspondents augment, that the big-visioned manufacturer does not wish to increase the prices on his manufactured products. He would prefer a larger volume on a smaller margin of profit rather than a large margin of profit on a reduced volume of production. He feels that there is more certainty and stability in the larger volume and narrow margin which enables him the better to regulate his buying and operating expenses.

"We know of several instances where the manufacturer has absorbed the increased costs of raw materials, and other production costs rather than pass them on to the retailer or consumer. There are many instances where these increased costs have very reluctantly been passed on to the trade. Perhaps this is not so much due to a spirit of magnanimity as to the fear of reduced demand. In either case, however, the consumer is the gainer.

"At no time during the publication of the Monthly Review has there been such a keen interest on the part of the public for information on business conditions and economic trends. Never have written requests for the Review been as numerous as at present. For reasons unknown to us, certain months bring requests from different sections of the country.

"From this general desire for business information we might draw two conclusions: There is either an eagerness for a better understanding of one's own particular business, or a desire for a greater knowledge of business conditions as a whole.

"In general, business men can be divided into three classes: (1) those interested only in their factory or office, (2) those interested in the industry or profession, and (3) those who have come to realize that their factory or office, their industry or profession is inextricably interwoven in the national or even international business fabric. It is a mighty encouraging and healthy sign to see class numbers one and two coming over into class number three. Such a view of the whole business structure and a better understanding of causes should have a sobering influence against a recurrence of recent economic excesses and indulgences."

## AUTO AID TO SUITORS

Not only has the automobile changed many customs, but it has broken down another barrier between country and town. Love laughs at locksmiths, but until the advent of the motor car there was a certain line of demarcation between the town and the country when it came to love making.

Now the city man may have a sweetheart in the country and call on her as regularly as though she lived on the next block, and the country swain has a girl in town and see her as often as any city beau.

In those days the youth from town after calling on a rural maid often found his buggy wheels missing or the harness cut to discourage further lovemaking trips. The country boy after invading town to call on a girl sometimes found his saddle minus skirts and his horse spotted with paint when he started home.

## LIVING BY THE CALENDAR

A Louisvilleian, twenty-one, said to a girl, "I've lots of Mon., Which I will gladly share with you if you will take the giver Tue. I am in love, heels over head. Why can we not decide to Wed. The girl replied without demur, In quaintly lisping accents, "Thur., That is just what I'd like to try. For I can bake and stew and Fri." He took her in his arms at that And on his lap she coyly sat. Their married life a year has run And now they have a little Sun.

## A Model Housekeeper.

A friend of mine claims that it pays any hotel to entertain his wife. She always cleans the room beautifully before she unpacks.—W. S. Atkins, in Louisville Courier-Journal.

## PERSONALS

—Mrs. Homer G. Kiser has returned from a visit to Mrs. L. E. Bell in Richmond.

—Mr. and Mrs. Warren Cobb, of Winchester, were recent guests of the latter's parents, Mr. and Mrs. James W. Payne, on Scott avenue.

—Mr. and Mrs. Madison Smoot, of Russellville, are spending the holidays in Paris, as guest of Mr. and Mrs. William Remington, at their home on Eighth street.

—Mrs. J. O. Marshall and son, William, spent part of the holidays in Cynthia as guest of her mother and sister, Mrs. Mary E. Lydick, and Mrs. James J. Curle.

—Thomas Harp, who has been with the Bourbon Steam Laundry for nearly eight years, has gone to Richmond, where he will take charge of a laundry plant.

—Mrs. Alex Duke, who has been quite ill for some time at the home of Mr. and Mrs. James B. Woodford, on Higgins avenue, is improving, and will soon be able to be out.

—Miss Frances Hancock has arrived from Indianapolis, Ind., to spend the holidays with her parents, Mr. and Mrs. H. H. Hancock, at their home on South Main street.

—Walter Kenney, Jr., who has been very ill for several weeks at the home of his grandmother, Mrs. Russell Mann, on Pleasant street, is reported as being greatly improved.

—Miss Frances Thomason is at home from Hamilton College, Lexington, to spend the holidays with her parents, Mr. and Mrs. W. A. Thomason, at their home near Paris.

—Miss Laila Wild, of the Kindergarten School, is spending the holiday vacation with her parents, in Chicago, and will return to her school duties the first of the new year.

—Mr. and Mrs. Coleman Renick have arrived from Chicago, to spend part of their honeymoon with the former's parents, Mr. and Mrs. B. M. Renick, and other relatives, in this city.

—Miss Nell Winn Hinton is at home from Science Hill College, at Shelbyville, to spend the holidays with her mother and grandparents, Mrs. C. O. Hinton, and Mr. and Mrs. James McClure.

—Mr. and Mrs. Hoffman Wood, of Mt. Sterling, are spending part of the Christmas holidays in this city as guests of the latter's father, H. C. Whaley, and family, at their home on Cypress street.

—Mr. and Mrs. Roger Early, of Loveland, Ohio, are guests of the latter's sister, Mrs. Ben H. Buckley, in Lexington. They will spend a part of the holiday season with Mr. Early's sister, Mrs. Roger Nichols, and Mr. Nichols, former Paris people.

—Mr. and Mrs. Wayne Cottingham were here Friday to attend the funeral and burial of the former's father, Mr. A. W. Cottingham. Mr. and Mrs. Cottingham after a visit to relatives and friends in Paris, left Sunday for Atlanta, Ga., where Mr. Cottingham has been transferred in the Associated Press service from Jefferson City, Mo., where he has been stationed for several months.

(Other Personals on Page 5)

## NEW YEAR WATCH PARTY AT THE PHOENIX

The following invitations on pretty cards, marked with holiday emblems, have been issued:

"You are invited to the Annual New Year's Eve Watch Party

Phoenix Hotel Palm Room  
Sunday Evening, December 31, 1922  
Supper served after 10:30 p. m.

Blue and White Orchestra  
Mr. and Mrs. Goodloe McDowell  
Mr. and Mrs. Brownell Berryman  
Mr. and Mrs. John W. Marr  
Mrs. Frank T. Justice  
Committee."

It is the annual custom of the hotel to give a watch party and they are always delightful events. A watch party dinner will be served also in the main cafe of the hotel from 11 o'clock until midnight for those wishing to welcome in the New Year.

## GREETINGS TO YOU, MR. R. F. D. CARRIER!

Who breaks roads in rotten weather?  
Who brings farm and town together,  
Who wears out nearly all the leather?

The R. F. D. Carrier.  
Who brings news that stirs the soul;  
Of crimes and scandals, strikes, coal?

Whose welcome will never grow old?  
The R. F. D. Carrier.  
Who's everybody's errand boy—  
For matron sick, or maiden coy,  
Or fretful babe that wants a toy?

The R. F. D. Carrier.  
Who fetches circulars and packs,  
Honey, fresh eggs, shoestrings, tacks,  
Money, fish hooks, books and jacks?

The R. F. D. Carrier.

## Eucalyptus Has Advantage.

It requires more than a century for a cedar tree to grow large enough to yield a 30-foot telephone pole. The eucalyptus will attain a larger growth in 30 years, and its wood is quite as durable.

## ALL PATHS LEAD TO NEW YORK

All artists and writers gravitate to New York sooner or later, and all of them have found material to write or paint on the island of Manhattan. Irvin S. Cobb's effective story in January Cosmopolitan, "One Block From Fifth Avenue," is as local in its atmosphere as a first national bank or a railroad station, yet it comes home forcefully to every community from Maine to California, which has sent out of its bravest and best to "conquer"—as the local papers facetiously put it—the great city. Briefly, Cobb tells of a nice girl who thought she could paint, and who left the little town of Whippoorwillville to become a great artist in New York. But she did not become a great artist. What actually did happen comes to the reader as a corking good surprise, ending with tragedy and pathos and an undercurrent of the broad human charity which glows so mellows in Cobb's stories. Some folks say George Ade is doing better work in these days of his fame than ever before. His latest crack is at the people who have discovered as soon as they have a good bank account that there is a more delectable climate somewhere else. "Almost anyone can stand the northern winters until a rich relative passes beyond," declares Ade, in the Cosmopolitan. In the same number is a story by H. C. Witwer, the kind he says he likes to write, and a vignette of a Paris morning by that keen student of metropolitan humanity, O. O. McIntyre.

## "DAMFINO" IS NAME OF FLORIDA HOME

Have you a little name plate on your home? Or does it prosaically bear merely the street number? How would you like to live in a home named "Damfino." This unique appellation is inscribed over the doorway of one of the prettiest little homes in Lake Worth, Florida.

In Lake Worth nearly every house is named. Some of these names merely designate in what State of city the occupants of the house formerly lived.

Lake Worth is located six miles south of Palm Beach, and its homes represent almost every State in the Union. There are many "Kentuckys," one "Old Kentucky." There is a "Toledo" or two. There is a "Syracuse," several "New Yorks" and a "Virginia." Detroit, Boston and Philadelphia also are represented in nameplates, as are North Dakota, Washington and California.

But not all of the houses are named after States and cities. There is that "Damfino," for example, and then there is an attractive little bungalow called "Welkit," which is a nice concise way of expressing the owner's satisfaction with life in general. Even more enthusiastic is the name "Deltit," which was noticed on another bungalow.

On the Dixie Highway, leading into Lake Worth from West Palm Beach, is a pert little green cottage, with white awnings and a general air of impudence that is enhanced by its name, "Why, The Idea!"

## "TOMORROW" LAND

(Jackson Times)

Judge Kerr in his history of Kentucky says we are all wrong about the name "Kentucky," and the meaning we have always given it. It does not mean "The Dark and Bloody Ground," but "The Land of Tomorrow."

That is a beautiful thought, but the way we Kentuckians apply it is something entirely different. Anything which can be put off until to-morrow do so.

Why not change it to "The Land of To-day." Call it "Talk Turkey," or something meaning "Right Now," and get busy. "Talk Turkey" is just about as euphonious as "Kentucky" anyway. The wild turkey was originally native to the woods of Kentucky, and we have a double claim on this "Talk Turkey" word. We ought to do something to get away from that "Tomorrow" idea. Get something done to-day.

## \$4,000,000 TO BE PAID ON DEBT

With nearly \$5,000,000 in the State Treasury and taxes being paid every day by the Sheriffs, State Treasurer James A. Wallace expects to reduce the State debt more than \$4,000,000 by the first of the year. The outstanding interest bearing warrants against the State to date amount to a little more than \$8,000,000. By the first of the year Treasurer Wallace hopes to have sufficient money on hand to call in at least \$4,000,000 worth of warrants.

## Sound Heard Round the World.

Phineas Shark, the eminent statistician and mathematician, states that in 98.4 per cent of all the cities of the world it is possible to wake up at any hour of the night and hear somebody winding a flivver.—Detroit Motor News.

## OUR THANKS

We thank you for your courtesies during the past year, and that our pleasant associations may continue, and that you will enjoy a prosperous and Happy New Year is our wish.

Ardery Drug Co.

## TO ALL MY FRIENDS

THIS IS JUST A LITTLE GREETING, BUT IT CARRIES HEARTY GOOD WISHES FOR YOUR HEALTH AND HAPPINESS DURING THE NEW YEAR.

John Merringer

## MAY THE YEAR 1923

MARK A NEW ERA OF HAPPINESS AND PROSPERITY—OUTDONG EVEN THE BEST OF THOSE HAPPY YESTERDAYS.

TULLY BROS.

Both Phones 338

1923

Heartiest Greetings and Best Wishes

From

MISS HOLLADAY

GEORGE R. DAVIS  
UNDERTAKER  
Distinctive Service

BOTH TELEPHONES

Day  
137

Night  
299